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REMARKS/ARGUMENTS

Applicants appreciate the thorough review of the present application as evidenced by the Official Action. The Official Action has rejected Claims 1, 2, 4-6, 12, 13, 15-17, and 23-26 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,026,433 to D'Arlach et al. ("D'Arlach"). Claims 3 and 14 were rejected under 35 U.S.C. § 103(a) as being unpatentable over D'Arlach, as applied to Claims 1 and 12 respectfully. The Official Action also rejected Claims 7, 18, and 27 under 35 U.S.C. § 103(a) as being unpatentable over D'Arlach in view of U.S. Patent No. 5,898,836 to Freivald et al. ("Freivald"). Finally, the Official Action rejected Claims 8-11, 19-22, 29, and 30 under 35 U.S.C. § 103(a) as being unpatentable over D'Arlach in view of U.S. Patent No. 6,701,343 to Kenyon ("Kenyon").

As explained more fully below, Independent Claims 1, 12, and 23 have been amended to further patentably distinguish the claims, as well as their respective dependent claims, from the cited references. In light of the claim amendments and subsequent remarks, Applicants respectfully request reconsideration and allowance of the claims.

The D'Arlach patent describes a method of creating and editing a website in a client-server environment using customizable website templates. The website is created and edited based on a pre-built style template, which contains customizable objects or elements, such as buttons or text labels, having attributes or properties associated with them. The templates are stored in a database file on the server computer. To create a new website, a Common Gateway Interface (CGI) program first makes a copy of the template, and the user may then customize or edit the working copy of the template. After the user makes any desired changes to the working website, the user may publish the website. The database then generates a set of web pages that make up the new site. The D'Arlach patent also discloses that a user may add new web pages to an existing site by making a copy of an existing page. Similarly, the user is capable of managing the website, which includes making a copy of an existing site.

In contrast to the disclosure of D'Arlach, amended independent Claims 1, 12, and 23 recite a method, system, and computer-readable medium that includes converting a website into a Super Site, wherein the Super Site may be replicated, generating a plurality of Sub Sites from

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the Super Site, wherein the Sub Sites are accessible from a common address, and configuring behaviors of the Sub Sites to match desired population segment characteristics. Thus, the Super Site is created from an existing website, while the Sub Site is created by replicating and reconfiguring the Super Site.

On the contrary, the D'Arlach patent creates a website from a template using CGI software, as described above. Although the template is duplicated to create a working template, neither the original template nor the working template is an existing website, such as a Sub Site and the website from which the Sub Site is created. Furthermore, D'Arlach specifies that:

In the case of new Web site creation, after customizing, the user names the Web site and submits a request to publish the site. Up to this point, the Web site has existed as a database structure within the server. When CGI program publishes the site, it generates a directory in the server and creates associated files (e.g., HTML, image, elements, and etc.) in the directory. Now the Web site officially comes into existence and it can be accessed through the Web or intranet.

In other words, the template is not a website until the working template is actually published. The specification of the present application specifically states that "[a]n existing website on the World Wide Web may become a Super Site" (Specification, page 11), and this distinction likewise appears in the claims. Therefore, D'Arlach, at most, teaches making a copy of a template and publishing the copy to create a website, but does not teach or suggest converting a website into a Super Site, wherein the Super Site may be replicated, as recited by independent Claims 1, 12, and 23.

The D'Arlach patent also discloses that a user may manage a website that includes editing a site, copying a site, deleting a site, renaming a site, locking and unlocking a public access site, and changing the site owner. However, the D'Arlach patent does no more than state that a user may make a copy of an existing website, but does not first disclose converting the website into a Super Site that can be replicated. Thus, the D'Arlach patent only discloses that a user may manage an existing website, but D'Arlach does not teach or suggest converting a website into a Super Site, wherein the Super Site may be replicated, as recited by independent Claims 1, 12, and 23.

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In addition, the D'Arlach patent does not teach or suggest generating a plurality of Sub Sites from the Super Site, wherein the Sub Sites are accessible from a common address, as recited by amended independent Claims 1, 12, and 23. Thus, as stated in the specification and dependent Claims 11 and 22 of the present application, the "common address" could be a universal record locator. The D'Arlach patent discloses creating a website from a working template but does not teach or suggest creating websites that share a common address. In addition, D'Arlach discloses that each website includes a home page and a multitude of other pages, but these pages are hypertextually linked and do not share a common address. Therefore, D'Arlach only discloses a website and pages associated with the website that do not share a common address, and although copies of a website or pages may be made, these copies also do not share a common address.

As to the remaining references, the Kenyon patent discloses a system and method for automated website creation and access. A community of practice server provides system users who establish connections over a data network with the functionality to either create a community of practice web page, view and access existing web pages, or activate websites which have been archived. Kenyon describes a community of practice as a group of individuals who come together to form a community on the basis of a specific topic. Any number of websites may be automatically created for community of practice groups by the community of practice server. After accessing the community of practice server, the user may access a list of active community of practice websites. A create button is provided, which permits the user to create a new website for a community of practice group.

Therefore, Kenyon, alone or in combination with D'Arlach, does not teach or suggest converting a website into a Super Site, wherein the Super Site may be replicated, generating a plurality of Sub Sites from the Super Site, wherein the Sub Sites are accessible from a common address, and configuring behaviors of the Sub Sites to match desired population segment characteristics, as recited by independent Claims 1, 12, and 23. Kenyon, at most, discloses the creation of new websites that are independent of one another. As shown in Figure 4 of Kenyon, a template, not a website such as a Super Site

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or Sub Site, is used to create a new website that may be linked to a home page. Thus, Kenyon does not disclose converting a website into a new website (e.g., Super Site), let alone generating one more additional websites (e.g., Sub Sites) from a converted website (e.g., Super Site). Furthermore, Kenyon discloses that a URL address is assigned to the new website that is distinct from the home page, such that neither the new website nor any other website is accessible from a common address as that of the home page.

The Freivald patent discloses a change-detection tool indicating degree and location of changes to internet documents by comparison of cyclic-redundancy-check (CRC) signatures. In addition, the change-detection tool automatically checks registered web-page documents for recent changes, and the user is notified by electronic mail when a change is detected. Frievald, at most, discloses that a fresh copy of the registered document is made to determine if the original registered document has been changed following a predetermined period of time. Thus, Frievald, alone or in combination with D'Arlach, does not teach or suggest converting an existing website into a new website, and/or generating additional websites from the new website. Also, Frievald does not teach or suggest that the copy of the registered document or any later copies of the registered document are accessible from a common address.

As such, none of the cited references, taken alone or in combination, teach or suggest converting a website into a Super Site, wherein the Super Site may be replicated, generating a plurality of Sub Sites from the Super Site, wherein the Sub Sites are accessible from a common address, and configuring behaviors of the Sub Sites to match desired population segment characteristics, as recited by independent Claims 1, 12, and 23. Since the amended independent claims are patentably distinct from the cited references, the claims that depend therefrom are also patentably distinct from the cited reference for at least the same reasons since the dependent claims include each of the elements of a respective independent claim.

A number of the dependent claims include additional recitations that are not taught or suggested by the cited references, alone or in combination, and are therefore also patentably distinct for these additional reasons. Neither D'Arlach nor any of the

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other cited references, taken either individually or in combination, teaches or suggests automatically reflecting changes made to the Super Site in the Sub Sites, or automatically reflecting changes made to one Sub Site on one or more Sub Sites, as recited by dependent Claims 5-6, 16-17, and 25-26. Rather, D'Arlach discloses that a CGI program may process data submitted by a client, and then return the newly processed or updated information so that the server may send the new information to the Web browser to be displayed on the client's computer. The CGI is a software program and would not be classified as a "website," as D'Arlach defines a website as being "created and edited based on a pre-built style template," wherein creating a website includes "creating a home page and a multitude of other pages for an entity or a person." Furthermore, as discussed previously, the template that is stored in the database file is also not a website. Thus, nowhere does D'Arlach disclose that updating a website automatically updates a second website, such as a Sub Site, as disclosed in dependent Claims 5-6, 16-17, and 25-26.

Consequently, Applicants submit that, for at least those reasons set forth above, the rejections of the claims under 35 U.S.C. § 102(e) and § 103(a) are therefore overcome.

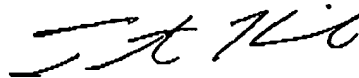
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CONCLUSION

In view of the amendments to the claims and remarks presented above, it is respectfully submitted that all of the present claims of the present application are in condition for immediate allowance. It is therefore respectfully requested that a Notice of Allowance be issued. The Examiner is encouraged to contact Applicants' undersigned attorney to resolve any remaining issues in order to expedite examination of the present application.

It is not believed that extensions of time or fees for net addition of claims are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 CFR § 1.136(a), and any fee required therefore (including fees for net addition of claims) is hereby authorized to be charged to Deposit Account No. 16-0605.

Respectfully submitted,

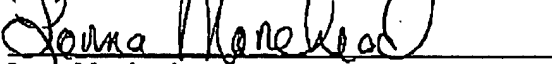


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July 6, 2004
Date

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